

ORDER



Orders	Order / Rev:	8330
	Alt Order #:	09676159
	Product Desc:	RED WHITE BLUE FUND
	Estimate:	74
	Flight Dates:	03/01/12 - 03/06/12
	Original Date / Rev:	03/01/12 / 03/05/12
	Order Type:	GENERAL

Local 12 WKRC-TV

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	SRCP Media
	Buying Contact:	
	Billing Contact:	
		201 North Union Street Suite 200
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Red White & Blue Fund
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/12	03/06/12	35	\$23,775.00	\$20,208.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2012	35	\$23,775.00	\$20,208.75	0.00
Totals	35	\$23,775.00	\$20,208.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$23,775.00
Market	100%	\$59,437.50

Competitive Share

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	36%	\$21,397.50
WLWT	14%	\$8,321.25
WSTR	1%	\$594.38
WXIX	9%	\$5,349.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	03/01/12	03/06/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM MT-TF-- (5:00 AM-5:30 AM)	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 03/01/12	03/07/12	MT-TF--		3		\$275.00			0.00			
E 2	WKRC	03/01/12	03/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM MT-TF-- (5:30 AM-6:00 AM)	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
GOOD AM CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 03/01/12	03/07/12	MT-TF--		3		\$650.00			0.00			
E 3	WKRC	03/01/12	03/06/12	6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM MT-TF--	:30	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
GOOD AM CINCY														

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Flight Dates: 03/01/12 - 03/06/12

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Product Desc: RED WHITE BLUE FUND
Estimate: 74

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	03/01/12	03/06/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM MT-TF--	:30	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
GOOD AM CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--				2	\$750.00		0.00			
E 4	WKRC	03/01/12	03/06/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM MT-TF--	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
CBS EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--				2	\$425.00		0.00			
E 5	WKRC	03/01/12	03/06/12	CBS This Morning CBS Morning News	CM	8:00 AM-9:00 AM MT-TF-- (8:00 AM-9:00 AM)	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
CBS EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--				4	\$300.00		0.00			
E 6	WKRC	03/01/12	03/06/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM MT-TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--				2	\$350.00		0.00			
E 7	WKRC	03/01/12	03/06/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM MT-TF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--				1	\$1,000.00		0.00			
E 8	WKRC	03/01/12	03/05/12	Soap Rotator Soap Rotator	CM	12:30 PM-2:00 PM MT-TF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
SOAPS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	M--TF--				2	\$500.00		0.00			
E 9	WKRC	03/01/12	03/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-4:30 PM M--TF-- (4:00 PM-4:30 PM)	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	M--TF--				2	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	NKRC	03/01/12-03/07/12		4p Local 12 News at Four		4:00 PM-4:30 PM		4:00 PM-4:30 PM--ThF----	:30	(\$850.00)	0.00	NM		
See MG 9.3														
[NA]														
2	NKRC	03/01/12-03/07/12		4p Local 12 News at Four		4:00 PM-4:30 PM		4:00 PM-4:30 PM--ThF----	:30	(\$850.00)	0.00	NM		
See MG 9.4														
[News Special Report]														
3	NKRC	03/05/12-03/05/12		4p Local 12 News at Four		4:00 PM-4:30 PM		4:00 PM-4:30 PM-----	:30	\$850.00	0.00	NM		
Ⓜ MG for 9.1 03/01														
[Back in Time Period]														
4	NKRC	03/05/12-03/05/12		4p Local 12 News at Four		4:00 PM-4:30 PM		4:00 PM-4:30 PM-----	:30	\$850.00	0.00	NM		
Ⓜ MG for 9.2 03/02														
[Approved by Buyer]														
E 10	WKRC	03/01/12	03/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM M--TF-- (4:30 PM-5:00 PM)	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	M--TF--				2	\$900.00		0.00			

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Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	WKRC	03/01/12	03/05/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM M--TF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
				4p Local 12 News at Four		(4:30 PM-5:00 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 03/01/12	03/07/12	M--TF--		2		\$900.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKRC	03/01/12-03/07/12	4p Local 12 News at Four		4:30 PM-5:00 PM		4:30 PM-5:00 PM--ThF----	:30	(\$900.00)	0.00	NM		
				See MG 10.3										
				[NA]										
	2	WKRC	03/01/12-03/07/12	4p Local 12 News at Four		4:30 PM-5:00 PM		4:30 PM-5:00 PM--ThF----	:30	(\$900.00)	0.00	NM		
				See MG 10.4										
				[News Special Report]										
	3	WKRC	03/05/12-03/05/12	4p Local 12 News at Four		4:30 PM-5:00 PM		4:30 PM-5:00 PM-----	:30	\$900.00	0.00	NM		
				Ⓜ MG for 10.1 03/01										
				[Back in Time Period]										
	4	WKRC	03/05/12-03/05/12	4p Local 12 News at Four		4:30 PM-5:00 PM		4:30 PM-5:00 PM-----	:30	\$900.00	0.00	NM		
				Ⓜ MG for 10.2 03/02										
				[Approved by Buyer]										
E 11	WKRC	03/01/12	03/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM M--TF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				5p Local 12 News at Five		(5:00 PM-5:30 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 03/01/12	03/07/12	M--TF--		2		\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKRC	03/01/12-03/07/12	5p Local 12 News at Five		5:00 PM-5:30 PM		5:00 PM-5:30 PM--ThF----	:30	(\$1,000.00)	0.00	NM		
				See MG 11.3										
				[NA]										
	3	WKRC	03/05/12-03/05/12	5p Local 12 News at Five		5:00 PM-5:30 PM		5:00 PM-5:30 PM-----	:30	\$1,000.00	0.00	NM		
				Ⓜ MG for 11.1 03/01										
				[Back in Time Period]										
E 12	WKRC	03/01/12	03/05/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM M--TF--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				5p Local 12 News at Five		(5:30 PM-6:00 PM)								
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 03/01/12	03/07/12	M--TF--		1		\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKRC	03/01/12-03/07/12	5p Local 12 News at Five		5:30 PM-6:00 PM		5:30 PM-6:00 PM--ThF----	:30	(\$1,200.00)	0.00	NM		
				See MG 12.2										
				[NA]										
	2	WKRC	03/05/12-03/05/12	5p Local 12 News at Five		5:30 PM-6:00 PM		5:30 PM-6:00 PM-----	:30	\$1,200.00	0.00	NM		
				Ⓜ MG for 12.1 03/01										
				[Back in Time Period]										
E 13	WKRC	03/01/12	03/05/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM M--TF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
				6p Local 12 News at Six		(6:00 PM-6:30 PM)								
				NEWS @ 6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 03/01/12	03/07/12	M--TF--		2		\$1,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKRC	03/01/12-03/07/12	6p Local 12 News at Six		6:00 PM-6:30 PM		6:00 PM-6:30 PM--ThF----	:30	(\$1,500.00)	0.00	NM		
				See MG 13.3										
				[NA]										
	2	WKRC	03/01/12-03/07/12	6p Local 12 News at Six		6:00 PM-6:30 PM		6:00 PM-6:30 PM--ThF----	:30	(\$1,500.00)	0.00	NM		
				See MG 13.4										
				[News Special Report]										
	3	WKRC	03/05/12-03/05/12	6p Local 12 News at Six		6:00 PM-6:30 PM		6:00 PM-6:30 PM-----	:30	\$1,500.00	0.00	NM		
				Ⓜ MG for 13.1 03/01										
				[Back in Time Period]										
	4	WKRC	03/05/12-03/05/12	6p Local 12 News at Six		6:00 PM-6:30 PM		6:00 PM-6:30 PM-----	:30	\$1,500.00	0.00	NM		
				Ⓜ MG for 13.2 03/02										
				[Approved by Buyer]										
E 14	WKRC	03/01/12	03/05/12		CM	11:00 PM-11:35 PM M--TF--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00

Order / Rev: 8330
 Alt Order #: 09676159
 Flight Dates: 03/01/12 - 03/06/12

Advertiser: Red White & Blue Fund
 Product Desc: RED WHITE BLUE FUND
 Estimate: 74

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11p M-F Local 12 News 1														
11p M-F Local 12 News 11														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	M--TF--			1		\$1,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WKRC	03/01/12-03/07/12		11p M-F Local 12 News 11		11:00 PM-11:35 F		M--ThF----	:30	(\$1,600.00)	0.00	NM		
See MG 14.2														
[NA]														
2	WKRC	03/05/12-03/05/12		11p M-F Local 12 News 11		11:00 PM-11:35 F		M-----	:30	\$1,600.00	0.00	NM		
Ⓜ MG for 14.1 03/01														
[Back in Time Period]														
E 15	WKRC	03/05/12	03/05/12	11p M-F Local 12 News 11	CM	11:00 PM-11:35 PM-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
11p M-F Local 12 News 11														
NEWS NIGHT BEFORE ELECTION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		03/05/12	03/11/12	M-----			1		\$2,000.00		0.00			
E 16	WKRC	03/01/12	03/06/12	430-5a News	CM	4:30 AM-4:59 AM MT-TF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
M-Th/Su 430a News														
GOOD AM CINCY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		03/01/12	03/07/12	MT-TF--			3		\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WKRC	03/01/12-03/07/12		430-5a News		4:30 AM-4:59 AM		MT-ThF----	:30	(\$150.00)	0.00	NM		
See MG 16.4, 16.5														
[NA]														
2	WKRC	03/01/12-03/07/12		430-5a News		4:30 AM-4:59 AM		MT-ThF----	:30	(\$150.00)	0.00	NM		
See MG 16.4, 16.5														
[NA]														
4	WKRC	03/04/12-03/05/12		430-5a News		4:30 AM-4:59 AM		M-----Su	:30	\$150.00	0.00	NM		
Ⓜ MG for 16.1, 16.2														
[Back in Time Period]														
5	WKRC	03/04/12-03/05/12		430-5a News		4:30 AM-4:59 AM		M-----Su	:30	\$150.00	0.00	NM		
Ⓜ MG for 16.1, 16.2														
[Back in Time Period]														
E 17	WKRC	03/03/12	03/03/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM -----S-	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
6a-8a Local 12 News Sat (7:00 AM-8:00 AM)														
SA AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S-			2		\$500.00		0.00			
												Totals	35	\$23,775.00

ORDER



Orders
Order / Rev: 6921
Alt Order #: 09670570
Product Desc: RED,WHITE,BLUE FUND
Estimate: 72
Flight Dates: 02/24/12 - 02/29/12
Original Date / Rev: 02/23/12 / 02/23/12
Order Type: GENERAL

Local 12 WKRC-TV

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Red White & Blue Fund
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-3
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/30/12	02/26/12	4	\$6,150.00	\$5,227.50
02/27/12	02/29/12	27	\$16,800.00	\$14,280.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2012	4	\$6,150.00	\$5,227.50	0.00
March 2012	27	\$16,800.00	\$14,280.00	0.00
Totals	31	\$22,950.00	\$19,507.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
Local 12 WKRC-TV	40%	\$22,950.00
Market	100%	\$57,375.00

Competitive Share

	Share	Total
EKRC	0%	\$0.00
UNKWN	1%	\$573.75
WCPO	38%	\$21,802.50
WLWT	13%	\$7,458.75
WSTR	0%	\$0.00
WXIX	8%	\$4,590.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	02/24/12	02/29/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM MTW-F--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)								
	NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	02/24/12	03/01/12	MTW-F--		2		\$350.00		0.00				
E 2	WKRC	02/24/12	02/29/12	6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM MTW-F--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
				6a Good Morn Cincinnati		(6:00 AM-7:00 AM)								
	GOOD AM CINC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	02/24/12	03/01/12	MTW-F--		4		\$450.00		0.00				
E 3	WKRC	02/24/12	02/29/12	CBS This Morning	CM	7:00 AM-8:00 AM MTW-F--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
				CBS Morning News		(7:00 AM-8:00 AM)								

Local 12 WKRC-TV